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Healthy Carolina: Implementing a Healthy Campus Initiative
to Create a Culture of Health

“Making Healthy Choices Simple”

History

- Vision of AVP of Student Affairs, Dr. Gene Luna, 2005
- Director, Coordinator, Grants Coordinator, GA's
- First Steps:
 - Define Vision, Mission, Philosophy
 - Assessment
 - National College Health Assessment
 - Faculty Staff Wellness Assessment
- Branding – “Making Healthy Choices Simple”
- Task Force and Subcommittees



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Vision

A healthy campus environment in which to live, learn, work and play.

Mission

To create a healthy campus environment that promotes the development and maintenance of a healthy body, mind and spirit through the collaborative development, promotion and assessment of policies, programs, services and initiatives that address all dimensions of wellness for the members of the University of South Carolina campus community.

Core Functions

- Research and Evaluation
- Provide Leadership and Support
- Advocacy and Collaboration
- Funding
- Marketing of Health Communication Messages





Our Philosophy

Wellness can mean different things to different people, but at the University of South Carolina, wellness is defined as a holistic, well-balanced approach to living that involves the mind, body and spirit.

The University of South Carolina cares about its residents' personal wellness because we know it has a direct impact on their work, academic success and quality of life.

Wellness means more than being free of illness or disease. There are actually seven dimensions of wellness: physical, emotional, social, occupational, intellectual, environmental and spiritual. If one component of this wheel is not developed individuals may feel unbalanced in their life.

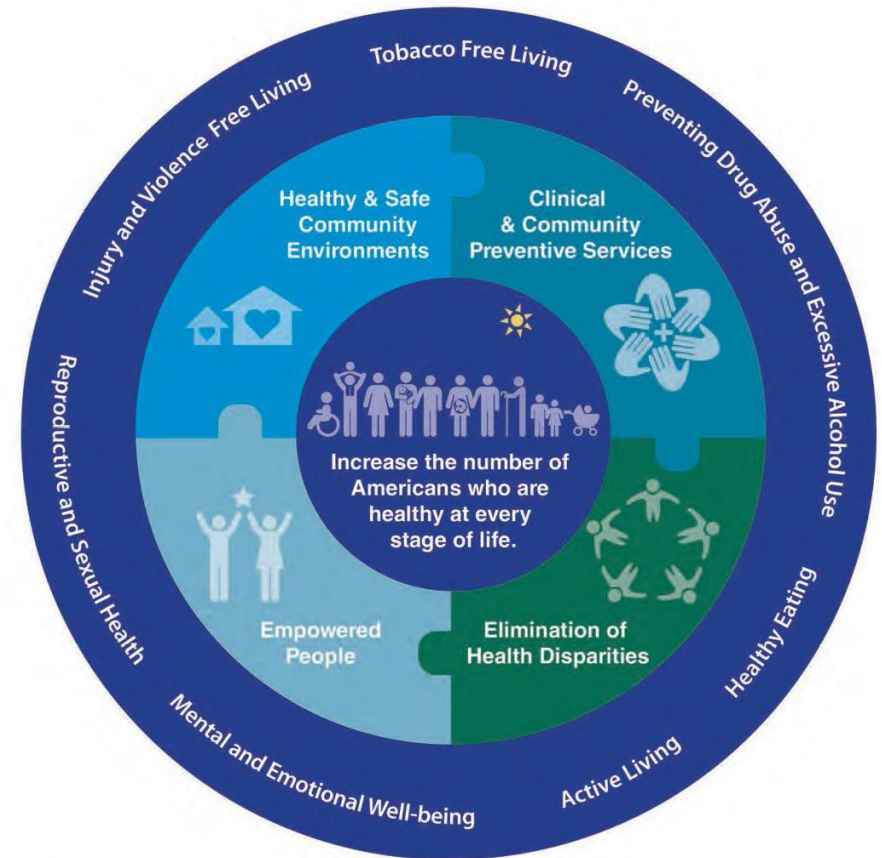


Leadership and Support

Our Strategy

National Prevention Strategy

- Healthy Eating
- Tobacco Free Living
- Preventing Drug Abuse and Excessive Alcohol Use
- Active Living
- Injury and Violence Free Living
- Reproductive and Sexual Health
- Mental and Emotional Well-Being



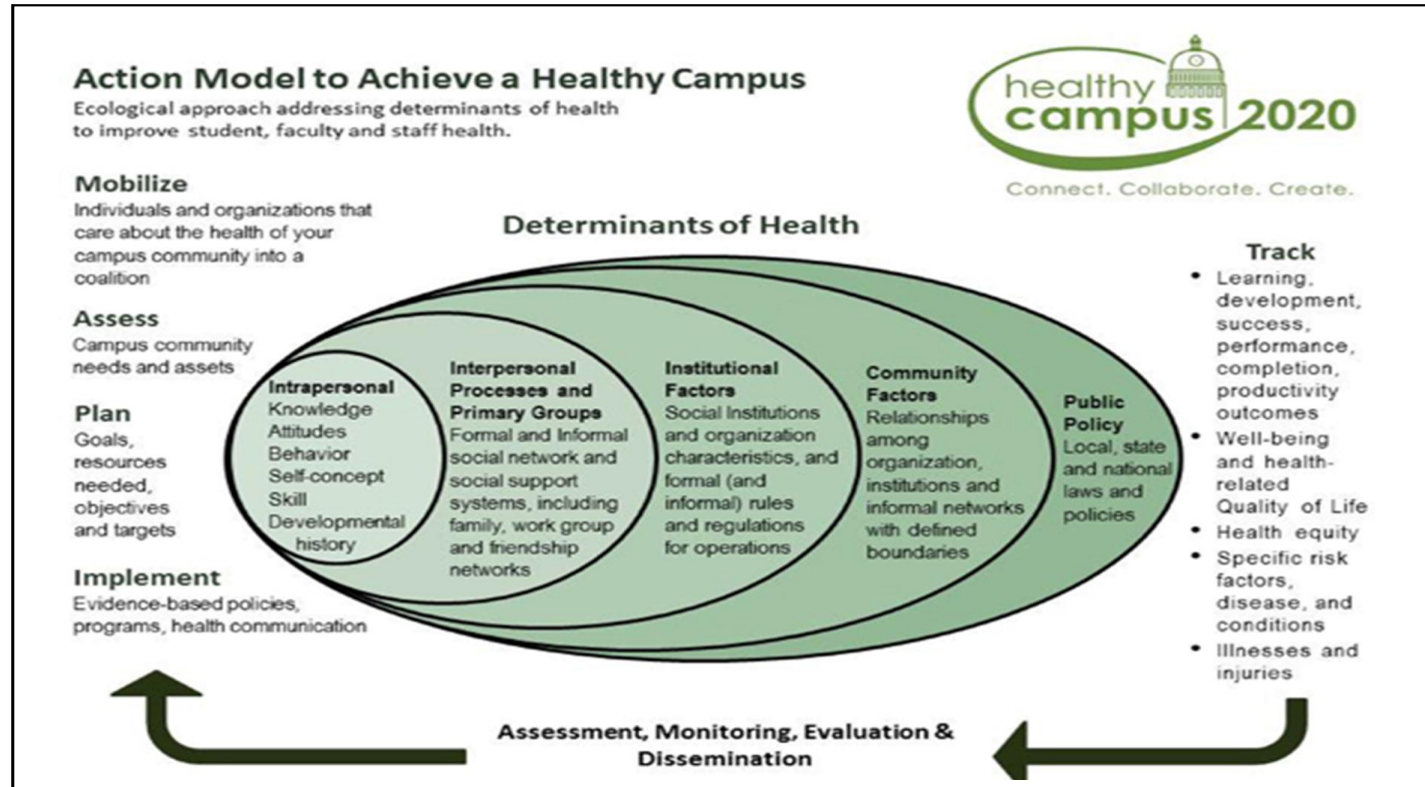
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Leadership and Support

Our Approach – Socio Ecological Model



<http://www.acha.org/HealthyCampus/about.cfm>

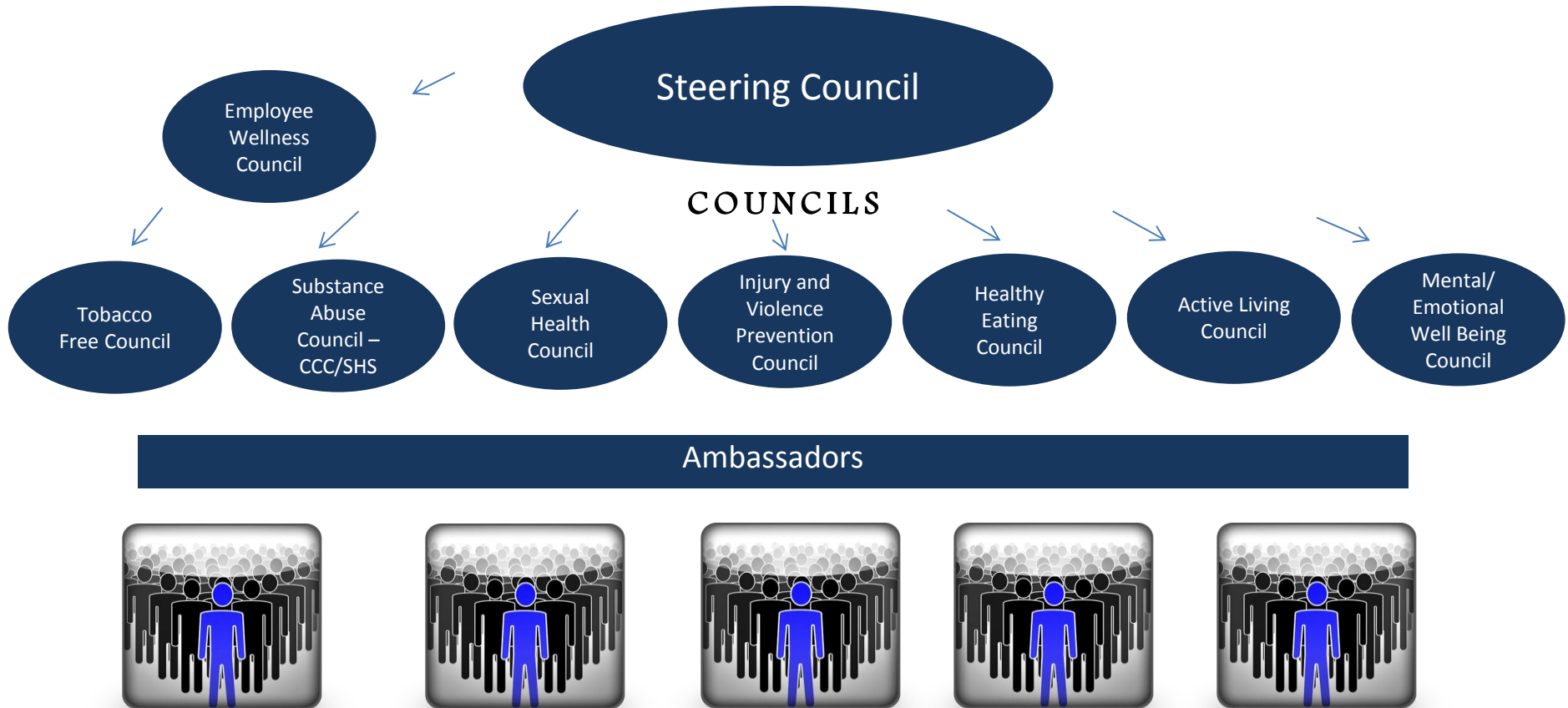


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There is cost-effective health at the bottom of the pyramid
Think High Reach / Low Cost



Leadership and Support Healthy Carolina Coalition



Councils

- Multi-Disciplinary
- Faculty, Staff and Students
- Mission
- Roles and Responsibilities
- Data
- Healthy Campus 2020
- Strategic Plan for Academic Year
- Reports to Steering Council



Leadership and Support

Healthy Campus 2020 – *Just Released!*

Students (54 Objectives)

- Academic Impediments (5 objectives)
- Family Planning (3 objectives)
- Health Communication/Health Information Technology (10 objectives)
- Immunization and Infectious Diseases (6 objectives)
- Injury and Violence Prevention (9 objectives)
- Mental Health and Mental Disorders (4 objectives)
- Nutrition and Weight Status (3 objectives)
- Physical Activity/Fitness (2 objectives)
- STD and HIV (5 objectives)
- Substance Abuse (4 objectives)
- Tobacco Use (3 objectives)

Faculty and Staff (21 Objectives) - NEW

- Nutrition and Weight Status (10 objectives)
- Physical Activity/Fitness (3 objectives)
- Stress Management (2 objectives)
- Tobacco Use (3 objectives)
- Miscellaneous (3 objectives)



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Research and Evaluation

National College Health Assessment

- Academic Impact
- General Health
- Disease and Injury Prevention
- Violence, Abusive Relationships and Personal Safety
- Alcohol, Tobacco, and Other Drug Use
- Sexual Behavior
- Nutrition and Physical Activity
- Mental Health
- Sleep

Faculty and Staff Health Assessment

- General Health, Medical Conditions
- Mental and Emotional Health
- Prevention
- Physical Activity and Nutrition
- Productivity and Job Satisfaction
- Tobacco Use
- Ergonomics and Sleep

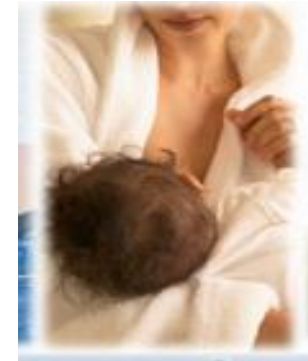


Advocacy and Collaboration

Policy Development

- Tobacco Free USC Policy
 - Expanding current policy campus wide
 - Task Force Began September 2012
 - Aiming for January 2014
 - Hosting SC Tobacco Free Campus Summit 10/17/13
- Lactation Policy
 - Policy passed October 2011
 - Nine lactation rooms
 - Education and Consultation

**TOBACCO
FREE USC**



Advocacy and Collaboration

Healthy Eating Campaign

- Healthy Choice Icon
 - Dining/Sodexo
 - Vending/Atlas
- Community Gardens
- CSA, Produce Delivery
- Farmers Market
 - One of Top 10 Most Impressive College Farmers Markets in US



HC

Eat balanced nutritious & healthy with the Healthy Choice icon!

"HC" food items are:

- < 600 calories
- < 30% calories from fat
- < 800 milligrams of sodium
- ...and have at least 3 grams of fiber

"HC" vending machine items are:

- < 35% calories from fat
- < 10% calories from saturated fat
- < 35% of total weight from sugar (Nuts and seeds are excluded)

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HC

Making Healthy Choices Simple

This Vending Machine stocks Fit Pick choices that meet the 35-10-35 Nutrition Standards.



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Advocacy and Collaboration

- FitWalk Paths
- Stairwell Campaign
- Bike Friendly
- Fitness Buddies



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Health Communications



- Streamline communications
 - New Look and Feel
- Social Media
- HC Icon for healthy eating
- Top five topics students want information on: Stress, Nutrition, Physical Activity, Helping Others in Distress, Sleep (NCHA 2012)
- Rethink Your Drink Campaign
- Welcome to Healthy Carolina booklet for new employees

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Healthy Eating
The prices of healthy versus less healthy measurement method

2004 dollars

Measurement Method	Price (2004 dollars)
Healthy	2.5
Less Healthy	3.5
Unhealthy	4.0

Healthy Choice Icon
When you see this icon on campus food choices, it means the food is healthy. Healthy choices are found in the Russell Hall!

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Faculty & Staff Wellness Guide
Your guide to working well

WORK LIFE BALANCE

86%*
of Carolina students **don't smoke**

ReThink Your Drink
How many calories and grams of sugar are really in your beverages?

Water	Cola	Sports Drink	Sweet Tea	Energy Drink	Fruit Drink
0 Calories	145 Calories	50 Calories	85 Calories	120 Calories	122 Calories
0g Sugar	40g Sugar	14g Sugar	23g Sugar	30g Sugar	27g Sugar

Calories and grams of sugar are calculated for 8 fluid ounces. Most drink bottles contain more than one serving.

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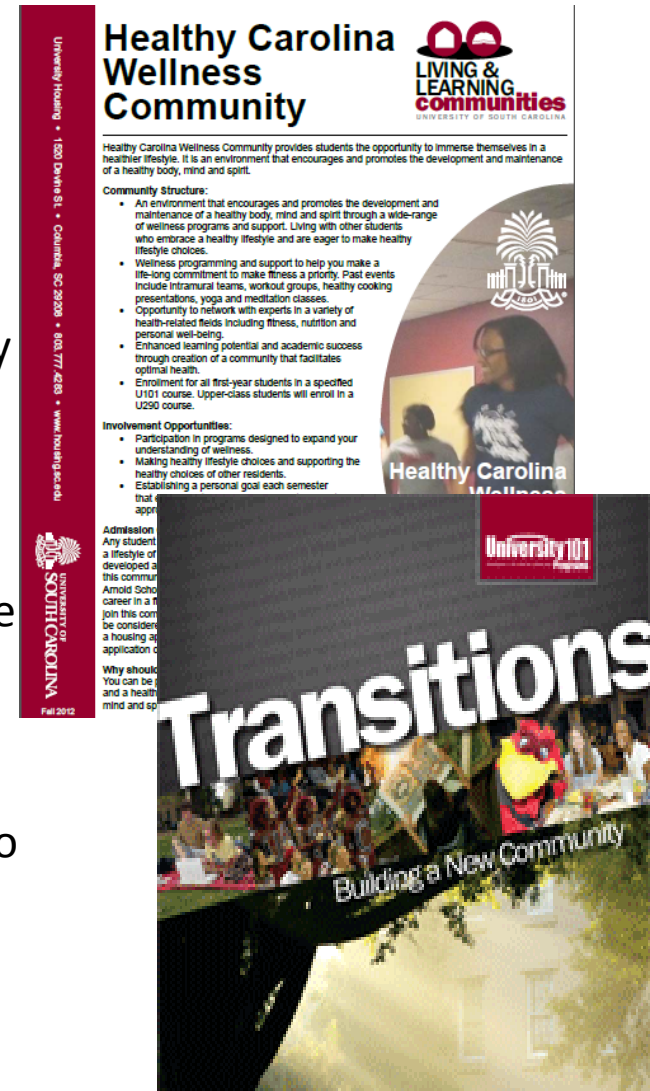
Students

Living Learning Community

Healthy Carolina Wellness Community provides students the opportunity to immerse themselves in a healthier lifestyle. It is an environment that encourages and promotes the development and maintenance of a healthy body, mind and spirit.

University 101

Through the collaboration with our U101 division we have included education and learning outcomes related to health and wellness for incoming freshmen. A whole chapter is dedicated to introducing the students to the vision of Healthy Carolina, wellness topics and activities to help them learn the importance of making healthy choices in all dimensions of wellness.



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Funding

- Grants have funded environmental strategies since 2006.
- Community Transformation Grant aka Healthy SC Initiative for SC awarded in May for tobacco free campus policy implementation and additional lactation rooms
- Grants Coordinator to support Healthy Carolina and SHS Partners



Advocacy and Collaboration

Environmental Strategies

Working Well Initiative

- Presidential Commitment
- Employee Wellness Council
- WorkHealthy America™ Assessment
 - Nutrition
 - Tobacco
 - Physical Activity
 - Culture of Wellness
- All regional campuses



Over 83.5% of students report the health of Faculty and Staff affects their learning success. (2012 National College Health Assessment, NCHA)



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Core Elements of Working Well



Leadership Commitment to Establishing a Culture of Wellness

I, _____, hereby affirm my commitment to provide a culture of wellness for USC Beaufort employees. As the leader of this university campus, I am dedicated to making healthy policy changes to help all employees live longer and live better. I will establish a corporate culture that encourages and supports key leadership strategies for wellness, tobacco-free environments, a comprehensive approach to tobacco cessation, healthy food choices and opportunities for physical activity. I understand this is a professional and personal commitment and will lead this initiative by modeling responsible, healthy behaviors. I will include specific wellness goals in my organization's strategic plan. I will actively encourage and support employees to adopt healthier lifestyles.

I commit my institution to benchmark and strengthen our wellness capacity with NC Prevention Partners' WorkHealthy AmericaSM, and to work to achieve a comprehensive wellness environment, supported by policies and procedures.

I have identified leaders and corporate officers to participate on a wellness committee, to partner with NC Prevention Partners and other *Working Well* partners in order to establish and maintain a corporate culture of wellness.

- Chancellor _____ (name)
- HR Director _____ (name)
- Administrator over Operations _____ (name)
- Assistant to Chancellor _____ (name)
- Contact Person for Employee Wellness _____ (name)

Print Name Organization _____

Signature _____ Date _____

- executive leadership
- strategic partnerships
- detailed & tailored technical assistance
- mapping of progress & success
- celebration & recognition



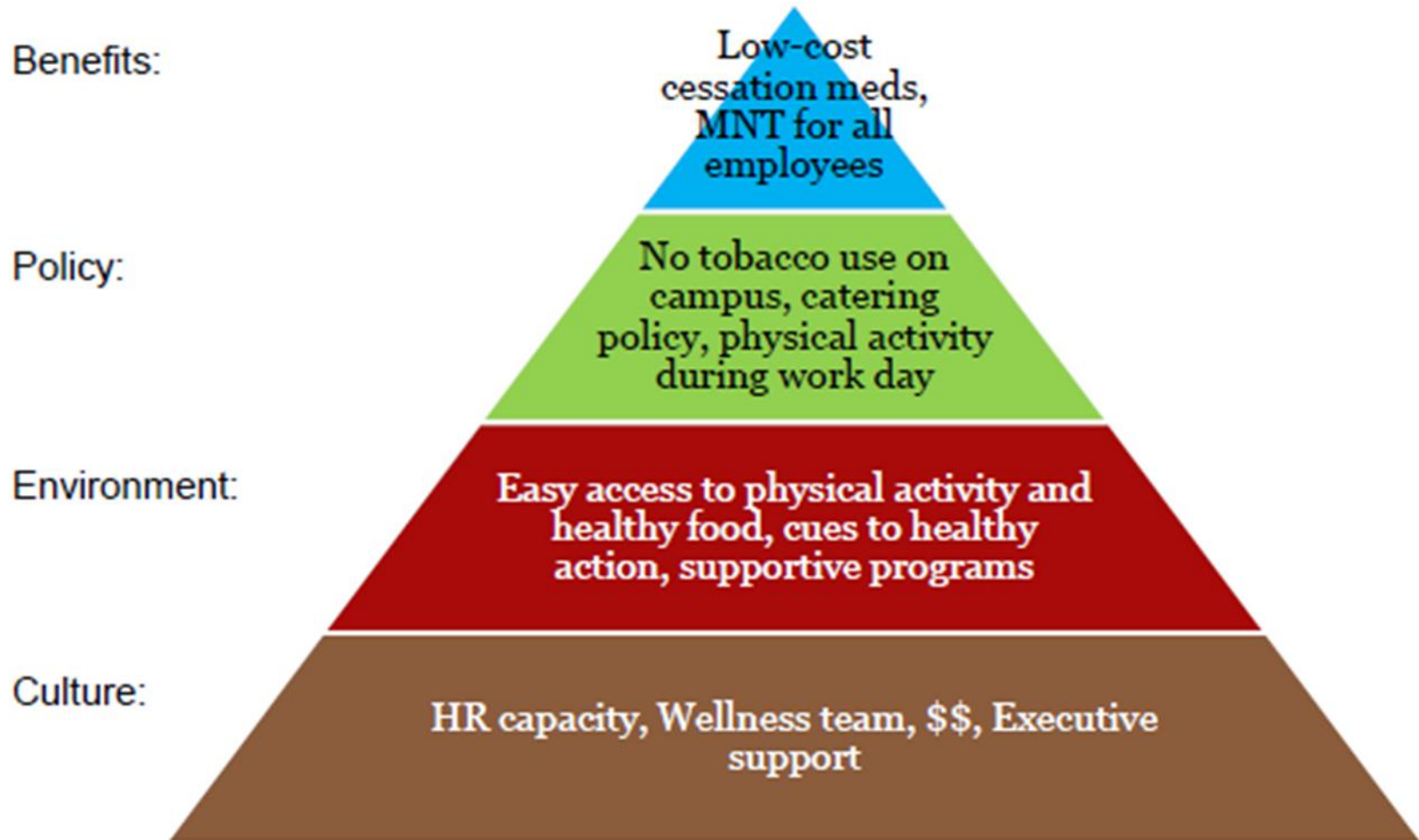
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Policies, system, environment, benefits

- *to support and sustain healthy behaviors*
 - make wellness a part of your structure and day-to-day operations
 - create an environment where being active is the easy norm
 - provide access to delicious, affordable healthy items in all worksites
 - help every employee lead a tobacco-free life
 - create a culture where the healthy choice is the easy choice



Enhance, align, sustain wellness efforts



WorkHealthy America AssessmentSM



Grades

Tailored Tools

On-Going Assistance


Healthier workplace policies, environments and benefits



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WorkHealthy AmericaSM Reports

- *executive summary – includes grades and comparisons*
- *automated recommendations*
- *automated & tailored action plans*




NC PREVENTION PARTNERSSM

EXECUTIVE SUMMARY REPORT CARD
PAPER AIRPLANE CO.



NC PREVENTION PARTNERSSM

PHYSICAL ACTIVITY RECOMMENDATIONS
PAPER AIRPLANE CO.



NC PREVENTION PARTNERSSM

Tobacco Action Plan
Paper Airplane Co.

Assessment Date: 1/19/10 Module Date: 1/19/10 Grade: F
Primary Contact: Mary Gallagher Email: superapple54@msn.com

Current Status	Short-term Action Steps	Long-term Action Steps	Resources to Help You
SYSTEM			
20. Do you periodically follow-up with identified tobacco users?			
Your worksite has not achieved this important practice. There is evidence that following up with tobacco users encourages them to quit. For those who have made a quit attempt and relapsed, encourage and support them in making another attempt. Support those who have successfully quit to remain tobacco-free.	Develop and implement a plan to follow up with employees who are tobacco users to encourage them to quit. For those who have attempted to quit or expressed the desire to quit, support them. For those who have successfully quit, check on their quit status.	Continue on-going follow up with tobacco-using employees to encourage them to quit, or support them in another quit attempt, or to follow up with those who have successfully quit to assure maintenance of their quit status.	Smokefree.gov Website Quit Now NCI
9. Does your worksite have a comprehensive tobacco cessation system in place to identify and counsel tobacco-using employees, and refer them to quitting resources?			
You do not have a comprehensive cessation system in place to identify and counsel tobacco-using employees and refer them to resources.	Tobacco cessation system approach will help identify and assist employees wanting to quit. Form a committee to develop a tobacco cessation system approach.	Review your benefits to make sure employees are fully supported in quitting.	Employee First Year Timeline
11. How do you attempt to identify tobacco-using employees? (Check all that apply)			
Your worksite has not achieved this critical practice. There is strong evidence that identifying tobacco users and providing feedback is key for them to enter the quitting process.	Establish a method to identify tobacco-using employees, including Health Risk Assessment (HRA) or annual survey, after follow-up and support to help them quit.	Determine ways to implement an HRA or annual health survey. If needed, form a committee to address this issue.	Employee First Year Timeline
21. How do you follow up with employees that have made a quit attempt? (check all that apply)			
Your worksite does not provide follow up with employees who have made a quit attempt. Tobacco use is a chronic disease and requires regular follow-up.	Establish a system for follow up with employees who have made a quit attempt. Tobacco use is a chronic disease and requires regular follow-up.	Follow up with those who have made a quit attempt at 30 and 90 days. Encourage employee enrollment in the Quitline via fax referral to the multi-call follow-up option.	Quitline Website Smokefree.gov Website Quit Now NCI
18. Does your worksite promote the Quitline or other call services with quitting options to employees?			
Your worksite does not promote the Quitline or other phone-based counseling services. Quitlines are shown to be highly effective sources for counseling and cessation information.	Promote Quitline via email, pay pack inserts, regular employee meetings, and break room fliers.	Seek multiple ways to promote the Quitline as a free resource that will help employees quit tobacco use. Quitlines are shown to be highly effective sources for counseling and cessation information.	Quitline Website Smokefree.gov Website

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Downloading report...

University of South Carolina Columbia

[Switch Organization](#)[Dashboard](#)[Toolboxes](#)[Training & Support](#)[Past Activity](#)[Account](#)[WorkHealthy America](#)

Employee wellness done right

[Executive Summary Report](#)[Assessment Tips](#)**Culture of Wellness**

Grade: ✓
Submitted 9/16/2012

[Recommendations](#)[Action Plan](#)[Toolbox](#)[Reassess](#)**Nutrition**

Assessment In
Progress

[Recommendations](#)[Action Plan](#)[Toolbox](#)[Continue](#)**Physical Activity**

Submitted 8/10/2012

[Recommendations](#)[Action Plan](#)[Toolbox](#)[Reassess](#)**Tobacco-Free**

Submitted 8/27/2012

[Recommendations](#)[Action Plan](#)[Toolbox](#)[Reassess](#)

Tobacco free people and places



- *help every employee lead a tobacco-free life*
- *key components:*
 - policy
 - system approach
 - benefits
 - incentives
 - evaluation



- *key components quit tobacco system*
 - policy
 - 100% tobacco free property wide
 - consistent enforcement
 - communicate policy to employees & empower employees to approach violators
 - adequate signs throughout property
 - system approach
 - ID tobacco users (HRA/attestation)
 - assess interest to quit
 - refer to multiple resources (meds/counseling/NRT)
 - f/u plan for those expressing quit interest and those attempting quit



- *key components quit tobacco system*
 - benefits
 - offer quit tobacco counseling
 - provide OTC NRT insurance benefit or equivalent
 - FDA approved Rx meds in formulary
 - repeated communication and promotion of benefits (employees and covered spouses)
 - incentives
 - incentives for tobacco free emp
 - disincentive for tobacco using emp (motivate quit)
 - incentives for enrollment in quit tobacco program
 - evaluation



Working Well Gold Triple Threat



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